



APPROVED

September 27, 2016

MINUTES OF THE OCCUPANCY TAX BOARD MEETING

Tuesday, June 28, 2016
Regular Meeting 2:30 P.M.

CALL TO ORDER AND WELCOME – The regular meeting of the Occupancy Tax Board was called to order at 2:33 p.m. by Chairperson Jim Fielding.

ROLL CALL

Members Present: Chair- Jim Fielding, Stephanie Gerdt, Kerry Moore, Josh Ragsdale

Members Absent: Jill Cleveland

Four of the five members of the board were present representing a quorum.

Staff Present: Janice Self, Lodgers' Tax Liaison; Monica Garcia, Finance Director

Others Present: Paula Grieves, Jamie Bolin (Roswell Jazz Festival)

APPROVAL OF AGENDA – Mr. Ragsdale motioned to approve the agenda. Ms. Gerdt seconded the motion. A voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

APPROVAL OF MINUTES – Ms. Moore motioned to approve the minutes from the May 24, 2016 Occupancy Tax Board meeting. Mr. Ragsdale seconded the motion. A voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

PUBLIC COMMENTS

None

REGULAR ITEMS (Action Items):

3. Lodgers Tax Request – Eastern New Mexico State Fair (Oct 3-8, 2016)

There was no one attending to present the request for \$54,750.00 (fifty-four thousand seven hundred fifty dollars). Ms. Self read the request for funding and the request was considered. Mr. Ragsdale made the motion to recommend to the Finance Committee to fund the Eastern New Mexico State Fair from the fiscal year 2017 budget in the amount of up to \$44,250.00 (forty-four thousand two hundred fifty dollars) for eligible Lodgers' Tax expenses at 100% through a reimbursement of funding per a contract between the City of Roswell and the Eastern New Mexico State Fair. Ms. Moore seconded the motion. After discussion concerning the tentative allocation of the Large/Contract event line item budget which consists of \$190,000 to fund four (4) large events for the 2017 fiscal year. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

4. Lodgers Tax Request – 11th Annual Roswell Jazz Festival (Oct 19-23, 2016)

Ms. Paula Grieves and Ms. Jamie Bolin were there to present the request for \$5,000.00 (five thousand dollars). Ms. Grieves informed the board of the various location and events

scheduled during the 11th Annual Roswell Jazz Festival. There will be a concert held on the Courthouse Lawn, a School of Jazz held at several of the Roswell schools and a Sunday service will be held. Ms. Grievess told of how the out of town visitors are increasing with each year. Last year the Jazz Festival paid for 93 hotels for the visiting musicians. Ms. Moore made the motion to recommend to the Finance Committee that Lodgers' Tax funding in the amount of up to \$5,000.00 (five thousand dollars) on a reimbursement basis be provided for this event. Ms. Gerdtz seconded the motion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed; Ms. Cleveland was absent and Mr. Ragsdale abstained.

5. **Lodgers Tax Request – Allocation of FY 2017 Budget for Visitor Promotion (Special Events requesting under \$25,000) in the amount of \$70,000.**

Ms. Self presented the events individually for consideration of the tentative allocation for each event. Ms. Self also informed the Board that these figures are meant to guide the Board when the event requests funding. At the time of the event presentation, the amount recommended to the Finance Committee may be less, more or the event may be denied if it is deemed not eligible for Lodgers' Tax funding or other valid reason. Mr. Ragsdale made the motion to recommend the tentative amounts for the Visitor Promotion – Special Events as listed for the FY 2017 budget allocation to use as a guide for upcoming events, which the amount could be changed at the event presentation:

Bottomless Triathlon	\$2,000
Dragonfly Festival	\$1,000
Hike It & Spike It	\$18,000
Historical Society for SE NM	\$2,000
Kicker Arenacross Show	\$5,000
Andrus/Hillman Memorial Rodeo	\$3,500
Milkman Triathlon	\$1,500
Rio Pecos Kennel Club Dog Show	\$1,800
Roswell Jazz Festival	\$5,000
Roswell Road Race Series	\$4,000
RYSA – 3v3 Soccer Tournament	\$1,500
Rotary Desert Sun Golf Classic	\$1,700
Tour de Ocho Millas	\$2,000
Unallocated (future events or adj.)	<u>\$21,000</u>
Total	\$70,000

Ms. Moore seconded the motion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

6. **Lodgers Tax Request – Allocation of FY 2017 Budget for Large/Contract Events (Events requesting \$25,000 or more) in the amount of \$190,000.**

Ms. Self presented the events individually for consideration of the tentative allocation for each event. Ms. Self also informed the Board that these figures are meant to guide the Board when the event requests funding. At the time of the event presentation, the amount recommended to the Finance Committee may be less, more or the event may be denied if it is deemed not eligible for Lodgers' Tax funding or other valid reason. Ms. Moore made the motion to recommend the tentative amounts for the Large/Contract Events as listed for the FY 2017 budget allocation to use as a guide for upcoming events, which the amount could be changed at the event presentation:

Eastern New Mexico State Fair	\$44,250
Roswell Filmfest & Cosmicon	\$25,000
NM Senior Olympic Games	\$59,000

UFO Festival	\$61,750
Unallocated (future events or adj.)	\$ 0
Total	\$190,000

Mr. Ragsdale seconded the motion. Mr. Fielding restated the motion and a voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

All attendees were informed that the date for the Finance Committee meeting has been set for Thursday, July 7, 2016 at 8:00 a.m. Ms. Self will inform the Eastern New Mexico State Fair that they will need to attend the Finance Committee meeting.

Other Business / Non-Action Items / Information Items / Reports (Non-Action Items):

7. Reimbursement Report and Event Reports update:

Ms. Self explained the update report for new members on the Lodgers' Tax funded events status since the May 24, 2016 meeting.

ADJOURN

Mr. Fielding asked if there was any other business, being none Mr. Fielding requested a motion for adjournment.

Ms. Gerdtz made the motion to adjourn and Mr. Ragsdale seconded the motion. A voice vote was unanimous and the motion passed; Ms. Cleveland was absent.

Mr. Fielding stated that the next scheduled meeting of the Occupancy Tax Board is July 26, 2016.

The meeting was adjourned at 4:20 p.m.

Minutes submitted for approval by Janice Self.

A copy of the written update presented and a copy of the update log may be requested through the City Clerk's office.